



# 2013 Advertising Effectiveness ROI



# Background



- As the state's destination marketing organization, Wyoming Travel & Tourism (WTT) targets potential visitors in a leisure advertising campaign. While dollars are invested throughout the year, the primary focus of the dollars is in the spring and summer, with more than \$5 million invested between April and September.
- To be accountable for the dollars invested in the campaign, WTT has contracted with Strategic Marketing & Research, Inc., (SMARI) to conduct research that quantifies the impact of its advertising. This research is conducted in multiple waves. The first wave was an evaluation of the reach of the advertising, while this second wave measures the impact on travel and the resultant economic impact and return on investment (ROI).
- The goal of this research is to not only provide an overview of the results of the campaign, but also to forward recommendations for future refinements. The following report details a number of topics, including:
  - The number of incremental trips generated by the advertising;
  - The effectiveness of the marketing at reaching the target audience;
  - The resultant economic impact and return on investment of the campaign; and
  - Recommendations for refining the marketing effort.

# Methodology

- SMARI has developed a research methodology based on how consumers make their travel decisions. The chart below outlines each step of the process and the measure used to evaluate the effectiveness of a destination's marketing efforts.
- The first wave of research focused on the initial four steps of the process through measures of advertising awareness, creative evaluation, campaign impact on perceptions, and campaign impact on interest in visitation.
- This ROI wave focuses on the final step: measuring the level of travel that would not have occurred without the marketing campaign.



# Background & Methodology



- Because the advertising effectiveness methodology requires respondents to view the actual ads in order to gauge awareness, SMARI developed, programmed and housed an online survey. National sample vendors provided a link to the survey to potential respondents in WTT's target markets. The following are DMAs included in WTT's targeted markets:

- **Adjacent:** Salt Lake City, UT; Denver, CO; Billings, MT; Idaho Falls, ID; Butte/Bozeman, MT; Boise, ID; Colorado City, CO; and Rapid City, SD
- **Core Markets:** Kansas City, MO; Omaha, NE; Madison, WI; Minneapolis, MN; Wichita, KS; Milwaukee, WI; St. Louis, MO; Oklahoma City, OK; Tulsa, OK; and Portland, OR
- **Chicago**
- **National:** All other U.S. markets not included in those above

Market	ROI Interviews	Incremental Travel Interviews	Visitor Data Interviews
Adjacent	500	1,790	282
Core	372	884	41
Chicago	269	347	15
National	329	2,579	216
<b>Total</b>	<b>1,470</b>	<b>5,600</b>	<b>554</b>

- An online survey was fielded in December 2013 and January 2014 and received 1,470 responses. However, in order for the process to yield more accurate results, the ROI and Visitor Profile processes were combined. Through this, more than 5,600 interviews were conducted to determine incremental travel, and the visitor results in this report are based on 554 total interviews.
- The following is a summary of the key findings from the research.

# Awareness Review





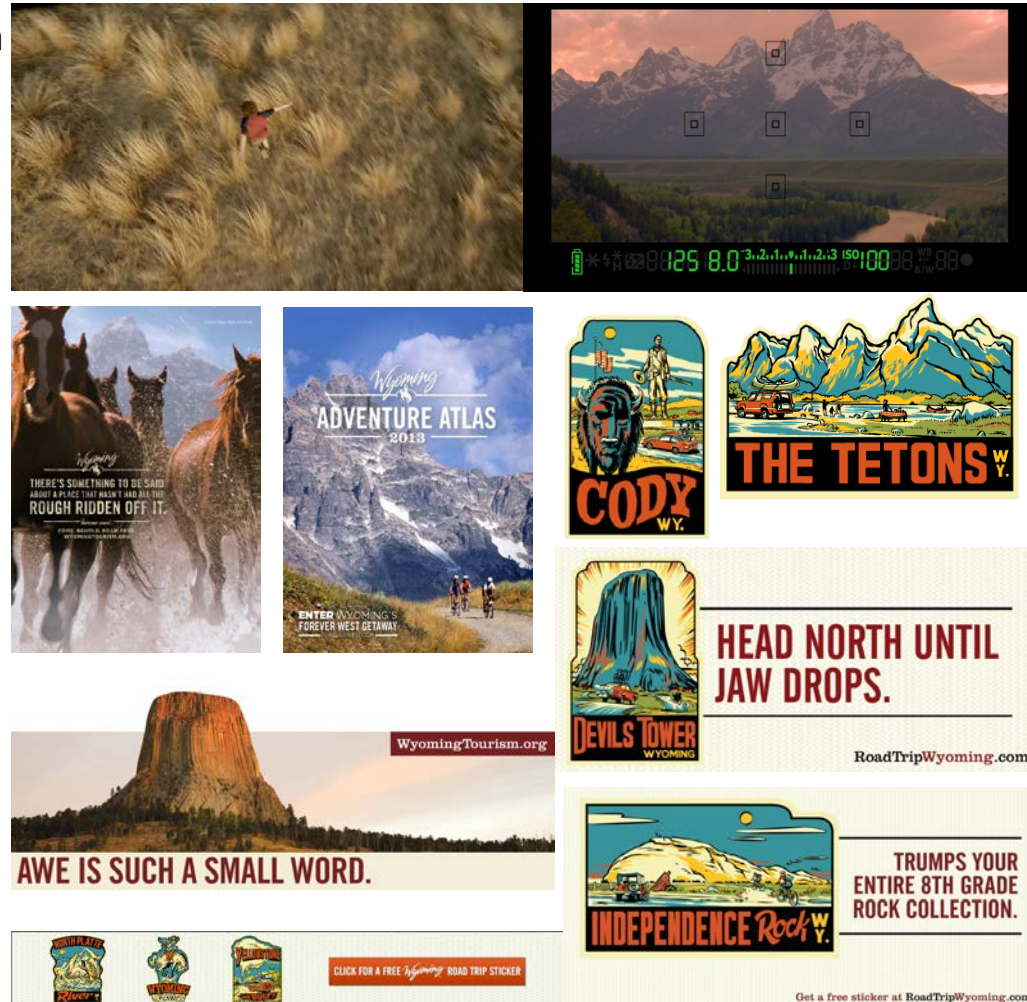
# Advertising Campaign



- The Roam Free campaign that debuted in 2011 was continued in the Core and National markets, with an additional TV spot, Imaginary Flight, being introduced. In Chicago and select Core markets, outdoor was placed as well.
- The Adjacent market TV was a continuation of previous creative, but new stylized graphics were introduced with the Road Trips message. This included outdoor in the form of billboards, pump toppers and stickers as well as online.
- While the budget dedicated to the Core markets increased, the overall spending on the 2013 spring/summer campaign declined slightly.

	2012	2013	% change
Adjacent	\$1,385,390	\$1,390,385	0%
Core	\$1,842,267	\$2,038,853	11%
Chicago	\$1,278,064	\$1,209,786	-5%
National	\$1,037,197	\$741,171	-29%
Total	\$5,542,918	\$5,380,195	-3%

February 2014



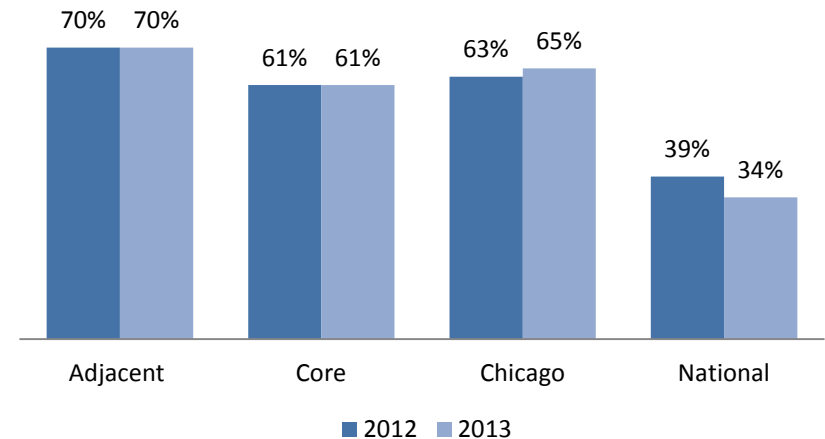
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# Advertising Awareness



- In the awareness wave of this evaluation, WTT's recall surpassed SMARI's anticipated level of awareness given the number of households targeted and the resources available.
- In the Adjacent and Core markets, awareness was able to maintain its previous levels, even with the introduction of some new creative.
- The National audience only has the ability to be exposed to print and online. With fewer dollars allocated here, awareness fell.
- While awareness in Chicago increased, there was some concern that the cost per aware household here could indicate overspending and WTT might be able to generate a strong level of recall with less investment.
- Of note is that the number of targeted households has increased from the previous year, with more consumers willing to consider overnight leisure travel.

**Awareness by Market**



Efficiency	Adjacent	Core	Chicago	National	Total
Targeted HHs	2,874,275	6,994,276	2,853,468	81,723,501	94,445,520
Awareness	70%	61%	65%	34%	38%
Aware HHs	2,017,703	4,266,509	1,854,754	27,687,743	35,826,709
Spending	\$1,390,385	\$2,038,853	\$1,209,786	\$741,171	\$5,380,195
Cost per Aware	\$0.69	\$0.48	\$0.65	\$0.03	\$0.15

# Advertising Awareness



- Though WTT buys media in market groups of Adjacent and Core (which includes Chicago), it is useful to look at these markets as a whole as well. These are markets where WTT places TV, and they are especially important as this is where WTT invests a considerable amount of resources and where the organization has identified markets with the greatest propensity to travel. As only traveling households are considered targets of the marketing, this can fluctuate from year to year. Though the markets receiving TV did not change from 2012, more households are willing to consider overnight leisure travel this year. So though awareness in markets receiving TV increased only slightly, this resulted in nearly 1 million more aware households across these markets.
- Similarly, though overall awareness including the national audience fell, with the increase in overall interest in leisure travel, the number of aware households did not fall as significantly. The cost per aware household is a useful measure of efficiency, and though there were slightly fewer aware households, there was also less investment, thus the cost per aware household is unchanged. SMARI measures the effectiveness of DMO campaigns across the country and has found that for those targeting a national audience, efficient campaigns have a cost per aware household of \$0.25 or less. With a CPH of \$0.15, the WTT spring/summer campaign is performing quite well.

## TV Markets' Awareness

TV Markets	2011	2012	2013
Awareness	56%	63%	64%
Aware Households	6,409,419	7,222,263	8,138,966
Spending	\$4,539,541	\$4,505,721	\$4,639,024
Cost per Aware HH	\$0.71	\$0.62	\$0.57

## Total Advertising Awareness

Overall Awareness	2011	2012	2013
Awareness	29%	41%	38%
Aware HHs	26,586,467	36,761,428	35,826,709
Spending	\$4,536,369	\$5,542,918	\$5,380,195
Cost/Aware HH	\$0.17	\$0.15	\$0.15



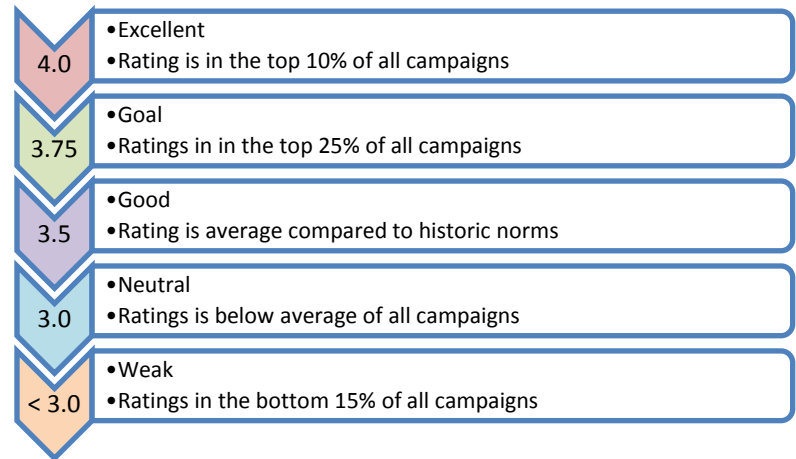
# Creative Review



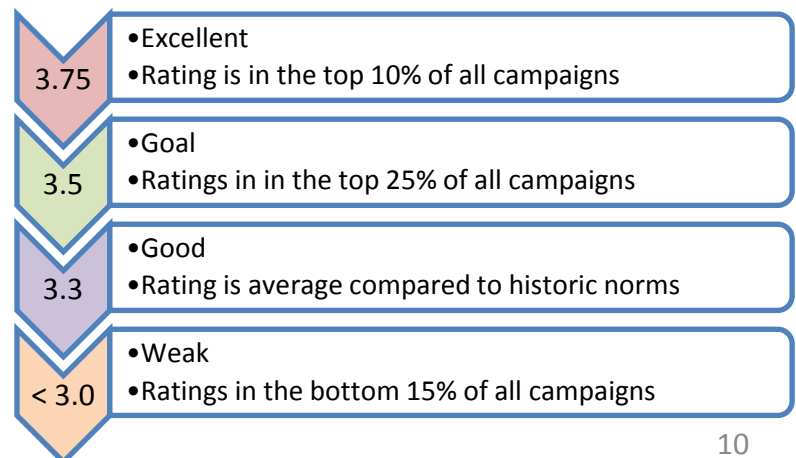
# Creative Evaluation

- Not only must a campaign generate awareness, but it should also communicate desired messages in order to drive travel. Through the evaluation of hundreds of destination marketing campaigns, SMARI has established a number of benchmarks related to the advertising creative.
- After viewing all of the ads, respondents were asked to rate attributes using a 5-point scale where 5 = "strongly agree" and 1 = "strongly disagree."
- There are two types of attributes related to advertising creative – those that communicate particular messages about the destination and those that encourage the consumer to take an action. The benchmarks developed are based on the communication attributes of DMO advertising. However, impact attributes have a more difficult time meeting this mark as they require action from a consumer, which is harder than communicating a desired message.

## Communication Ratings

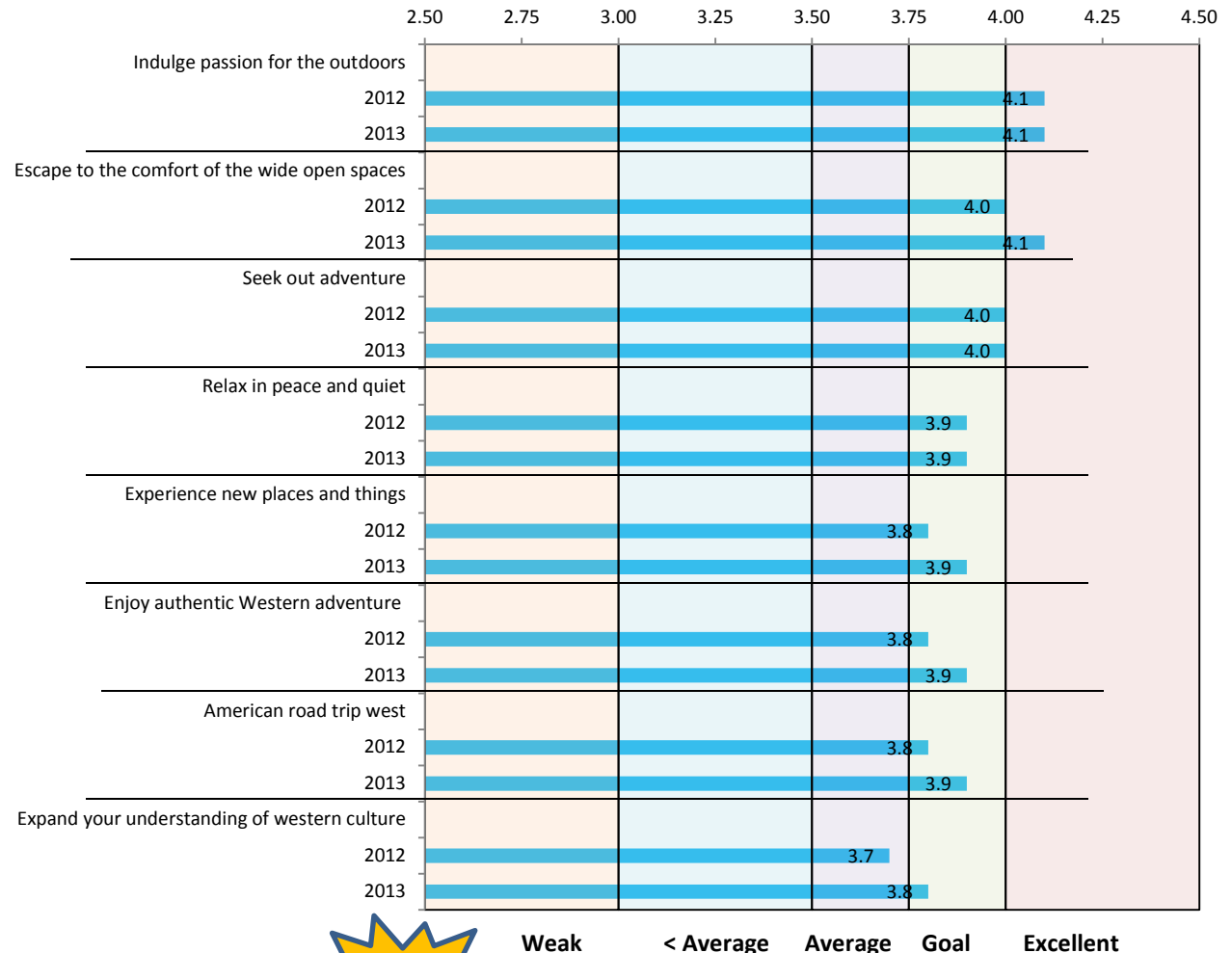


## Impact Ratings



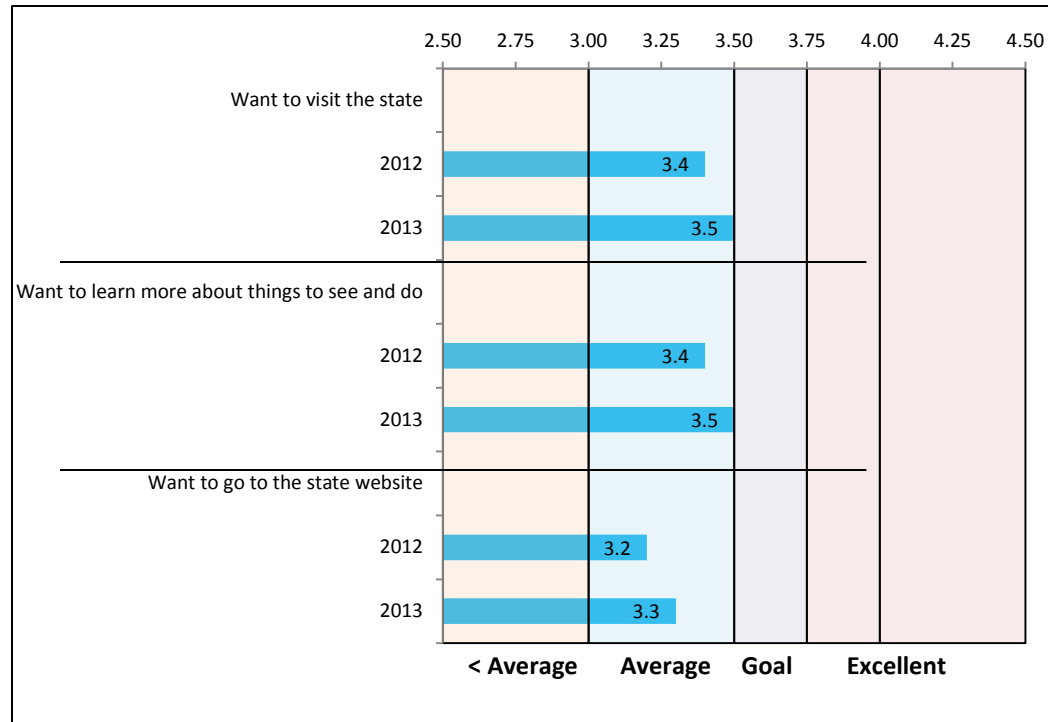
# Creative Evaluation – Communication

- WTT continually puts out some of the best destination marketing creative, consistently meeting or exceeding these established benchmarks. The 2013 campaign builds upon past success, with all communication attributes exceeding the goal of 3.75, and all improving on the previous measure.



# Creative Evaluation – Impact

- As impact attributes are more difficult to generate, the goal for shifts to 3.5, which two of the three attributes meet.
- The campaign's creative is on target for both communicating the desired attributes and for encouraging consumers to take action.



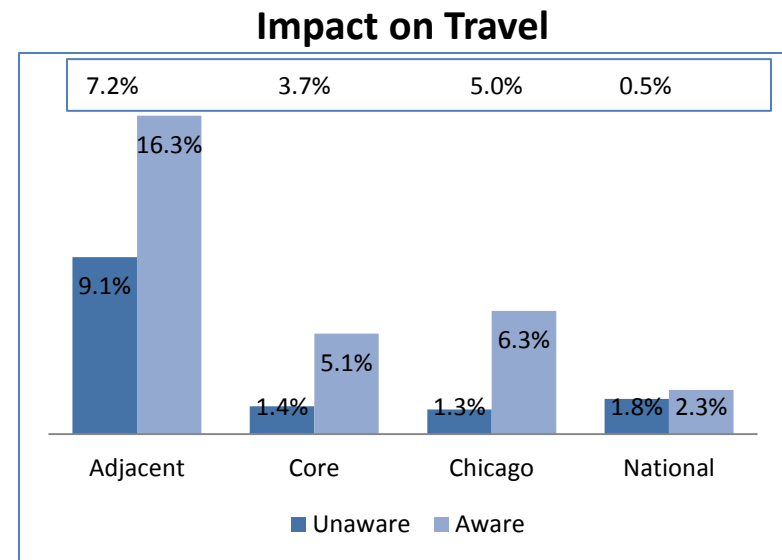
# Impact of the Advertising



# Impact of the Advertising



- The methodology for measuring the impact of destination advertising relies on establishing a base rate of travel. Certainly, there would be travel to Wyoming even without any paid advertising. Thus not all visitation, or even visitation by aware households, is attributable to the ads. In this evaluation, the level of travel among *unaware* households is considered the base and what the state would see without the marketing campaign. Accordingly, any travel above that base by *aware* households is what is considered influenced. As such, this is a very conservative measure of influence.
- Both the Adjacent and Core markets have significant incremental travel for 2013. Given that there has been little incremental travel from these markets in recent years and there was an uptick in the overall number of leisure visitors, there was likely pent up demand for the type of trip Wyoming offers these markets.
- While there is a slight increment among the National audience, this is not where WTT focuses its resources.





# Incremental Travel



- The level of recall is determined through the first wave of interviewing. SMARI has found that awareness is strongest at the conclusion of a campaign when the creative is fresh in consumers' minds. The further time that has elapsed from the media buy, awareness can wane. Thus the previous level of awareness is applied to each of the markets. Given awareness and the level of incremental travel each market garnered, the campaign generated more than 525,000 trips from households that would not have visited if not for the WTT investment.
- Though the overall budget decreased slightly, there was more investment in the Core markets, which is where the most incremental trips originated.

## Incremental Travel

	Adjacent	Core	Chicago	National	Total
Targeted HHs	2,874,275	6,994,276	2,853,468	81,723,501	94,445,520
Awareness	70%	61%	65%	34%	38%
Aware HHs	2,017,703	4,266,509	1,854,754	27,687,743	35,826,709
Incremental Travel	7.2%	3.7%	5.0%	0.5%	1.5%
Incremental Trips	145,988	158,860	93,452	129,635	527,935

# Repeat Travel



- In addition to generating incremental trips, advertising can also encourage households to take more than one trip. With high rates of unaware travel, generating incremental trips in the Adjacent markets has been difficult for some time. However, WTT has continually been able to encourage visitors from these markets to make more than one trip through the use of advertising.
- In the Adjacent markets, those who were aware of the ads took 0.23 more trips than those who were unaware.
- And not only were the Core markets able to generate the most incremental trips, but they were also able to encourage visitors to make multiple trips, with those aware taking 0.34 more trips than those who were unaware.

## Repeat Trips Attributable to Ads

Repeat Trips	Adjacent	Core
Qualified HHs	2,874,275	6,994,276
Awareness	70%	61%
Aware HHs	2,017,703	4,266,509
Travel by Aware	16%	4%
Aware Traveling HH	328,653	170,138
Influenced repeat trips	0.23	0.34
Total repeat trips	76,649	57,215

# Influenced Travel



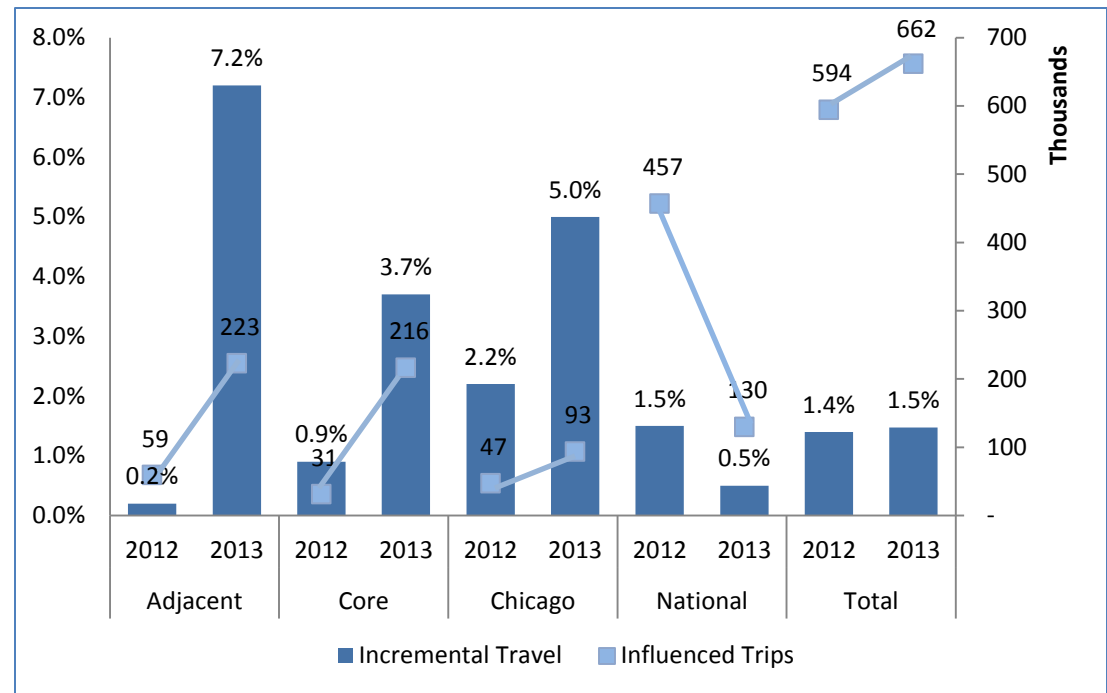
- The number of trips the WTT campaign has influenced has continued to grow in recent years. While this is good, it is especially encouraging that most of these trips came from the markets where the organization invests most of its resources. The TV markets, Adjacent and Core (including Chicago), make up 80% of the trips the campaign has influenced, which has not been the case in recent years.
- Though the National audience is sizable and any level of incremental travel can generate significant trips, as WTT's resources become more limited, where these are allocated has to be more focused. It is good to see that even with limited impact from the National markets, WTT's leisure marketing can influence a significant number of trips from a smaller geographic target.

## Total Number of Influenced Trips

	2011	2012	2013
Incremental trips TV markets	252,066	85,422	398,300
Incremental trips national markets	291,560	456,719	129,635
Repeat trips	40,033	52,078	133,863
<b>Total influenced trips</b>	<b>583,659</b>	<b>594,218</b>	<b>661,798</b>

# Impact of the Advertising

- Incremental travel and the number of influenced trips grew significantly from the Adjacent and Core markets. Here, WTT made more targeted investments in the Core markets and introduced new creative that received strong ratings. And though the Road Trips campaign had struggled in recent years, those in the Adjacent markets responded quite favorably to the new stylized creative.



# Economic Impact



# Economic Impact

- Given the average level of trip spending (\$1,092), the campaign brought nearly \$725 million in visitor spending to the state that would not have occurred without the media investment. As SMARI sees an average ROI in the \$50-\$100 range, all of the target markets are performing quite well.
- As was raised in the awareness wave, the cost per aware household in Chicago indicates slightly less investment could garner similar results. And while the market is performing well, it has the lowest ROI of the target markets, which can be another indication that WTT is overspending here.

	Adjacent	Core	Chicago	National	Total
Incremental Trips	145,988	158,860	93,452	129,635	527,935
Repeat Trips	76,649	57,215			133,863
Total Influenced Trips	222,636	216,075	93,452	129,635	661,798
<b>Economic Impact</b>	<b>\$243,118,941</b>	<b>\$235,953,861</b>	<b>\$102,049,827</b>	<b>\$141,560,937</b>	<b>\$722,683,566</b>
Media Spending	\$1,390,385	\$2,038,853	\$1,209,786	\$741,171	\$5,380,195
<b>ROI</b>	<b>\$175</b>	<b>\$116</b>	<b>\$84</b>	<b>\$191</b>	<b>\$134</b>



# Economic Impact



- The Adjacent markets responded remarkably well to the Road Trips creative that was introduced for 2013. While WTT has struggled to make an impact in these nearby markets in recent years, they performed considerably well, bringing in more than three times as much economic impact as the previous year.
- The Core markets, where WTT increased its investment, returned good results as well, with significantly more impact than the market has returned previously. Here, and specifically in Chicago, WTT has focused resources for a number of years, and it paid off tremendously. Though these markets have been targets for five years, they have been tumultuous ones in the US economy. With stabilization, these markets are fulfilling pent up demand that WTT has built over the years.
- The National market, however, is now willing to consider other types of trips as well, which results in less impact from this broad audience.

Adjacent Markets	2011	2012	2013
Aware HH	1,329,841	1,824,012	2,017,703
Total impacted trips	79,659	59,081	222,636
Spending	\$1,116	\$1,154	\$1,092
<b>Economic impact</b>	<b>\$88,905,909</b>	<b>\$68,190,662</b>	<b>\$243,118,941</b>

Core	2011	2012	2013
Aware HH	3,700,390	3,674,257	4,266,509
Total impacted trips	147,148	31,317	216,075
Spending	\$1,116	\$1,154	\$1,092
<b>Economic impact</b>	<b>\$164,217,168</b>	<b>\$36,139,818</b>	<b>\$235,953,861</b>

Chicago	2011	2012	2013
Aware HH	1,355,860	1,723,994	1,854,754
Total impacted trips	65,292	47,102	93,452
Spending	\$1,116	\$1,154	\$1,092
<b>Economic impact</b>	<b>\$72,865,872</b>	<b>\$54,355,708</b>	<b>\$102,049,827</b>

National	2011	2012	2013
Aware HH	19,907,878	31,050,326	27,687,743
Total impacted trips	291,560	456,719	129,635
Spending	\$1,116	\$1,154	\$1,092
<b>Economic impact</b>	<b>\$325,404,240</b>	<b>\$527,144,173</b>	<b>\$141,560,937</b>

# Economic Impact



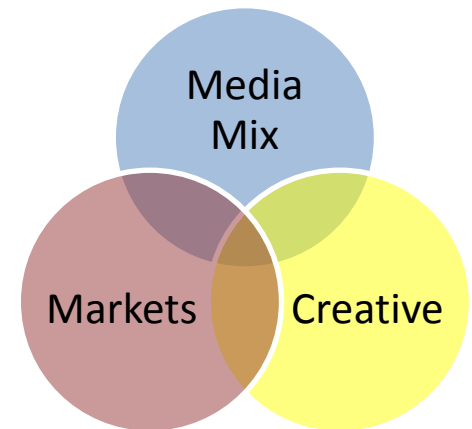
- With more influenced trips, especially repeat trips in the Adjacent and Core markets, Wyoming Travel & Tourism was able to generate nearly \$725 million in visitor spending. This, combined with a slightly smaller budget than the previous year, results in a return on investment of \$134. This is above the average SMARI sees for state DMOs and is within the range WTT has garnered in recent years.
- However, the increased economic impact means more dollars are returned to the state in the form of tax revenue. With nearly \$30 million back in state coffers, that represents a tax return on investment of \$5.51 for every \$1 WTT spent on the spring/summer media campaign.

Total Economic Impact	2011	2012	2013
Incremental trips	543,626	542,140	527,935
Repeat trips	40,033	52,078	133,863
Total influenced trips	583,659	594,218	661,798
<b>Economic impact</b>	<b>\$651,410,217</b>	<b>\$685,845,643</b>	<b>\$722,683,566</b>
Expenditures	\$4,539,541	\$5,542,918	\$5,380,195
<b>ROI</b>	<b>\$143</b>	<b>\$124</b>	<b>\$134</b>
Taxes generated	\$26,707,819	\$28,119,671	\$29,630,026
Tax ROI	\$5.88	\$5.07	\$5.51

# Insights



- With more targeted spending and the introduction of highly-rated creative, Wyoming Travel and Tourism was able to increase the number of influenced trips and the campaign's economic impact. The 2013 campaign returned:
  - ▢ Visitor spending of nearly \$725 million, up from \$685 million in 2012;
  - ▢ Over 610,000 influenced trips, many of those through repeat travel from the Adjacent and Core markets;
  - ▢ A return on investment of \$134 for every \$1 spent in paid media, up from \$124.
- Destination marketing relies on finding the right mix of markets, media and creative, all of which Wyoming Travel & Tourism did for the 2013 campaign. However, there are opportunities for continued refinement.
- *Markets*: WTT has spent numerous years targeting the Adjacent and Core markets, especially Chicago. While this has been a frustrating exercise for many years, it has paid off considerably for 2013. The adherence to these markets was difficult when at times there was little return. But WTT has inserted itself in these market's consideration set, something it was not a part of five plus years ago. Given this, especially in Chicago, it could be possible to pull back on the investment. This is not to say the markets should be abandoned. But the cost per aware household and the ROI in Chicago indicate WTT may be able to generate similar results with slightly less investment.
- *Creative*: Wyoming Travel & Tourism consistently puts out some of the highest rated creative of all the DMOs SMARI works with. The ratings are in the top 10% within nearly every attribute.



# Insights

However, in the first wave of the ad effectiveness process, SMARI found that the online ad rating lagged the other media. As the National audience only has the ability to be exposed to print and online elements, enhancements to online could improve performance from this expanded audience.

- *Media Mix:* Again, in the awareness wave, we saw that there was strong media overlap in the Adjacent and Core markets where WTT focuses its investment. In the Adjacent markets with the Road Trips campaign, there were numerous non-traditional components such as the stickers and pump toppers. This mix was successful at generating both interest and travel. The strong performance from the Adjacent markets is likely attributable to considerable overlap, as those who are aware of only one form of the Wyoming campaign are not much more likely to consider visiting than those who are unaware. Incorporating additional elements of the campaign likely contributed to the strong incremental and repeat travel in the Adjacent markets.

# Appendix – Questionnaire





# Questionnaire

## Wyoming Office of Tourism Advertising Effectiveness ROI and Visitor Profile December 6, 2013

Thank you for visiting our travel survey. Your opinions are valuable to us! This survey is about travel and vacation choices. This is for research purposes only and is an opportunity for you to give feedback to travel destinations so that they can improve. No sales effort will ever result from your participation.

Before you begin, there are a few things to note about the survey:

- For most questions, simply click on the button of your response and then click on the Next button to go on to the next question.
- If you need to go back to the preceding question to change your response, click on the *Previous* button.
- For some questions, you will need to scroll down to respond to all the questions on a screen.
- To stop at any point, close the browser window. The survey will terminate and you will not be able to re-enter.

S1. What is your ZIP code? \_\_\_\_

S2. First, who in your household is primarily responsible for making decisions concerning travel destinations?

- 1.....Me
- 2.....Myself and my spouse/partner
- 3.....My spouse/partner → TERMINATE AT END OF SCREENING QUESTIONS

S3. How many vacation or leisure trips have you taken in the past year? A leisure trip would be any non-business trip involving at least one night stay at a location at least 50 miles from your home.

- ☐ None → TERMINATE AT END OF SCREENING QUESTIONS
- ☐ \_\_\_\_\_

S4. (ASK UNTIL AD EFFECTIVENESS QUOTA IS COMPLETE) Please take a moment to view the following video clip and answer the question. (INSERT TEST AD AND SET UP OPTIONS FOR HIGH SPEED CONNECTION/DIAL UP CONNECTION)

Were you able to view the video?

- ☐ Yes
- ☐ NO → TERMINATE AT END OF SCREENING QUESTIONS

S5. What is your age?

1. Under 18 – TERMINATE
2. 18-24
3. 25-34
4. 35-44
5. 45-54
6. 55-64
7. 65 or older

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INSERT TV AND ONLINE SCREENER

END OF SCREENING QUESTIONS

1. Have you visited any of the following states since the beginning of 2013, for a leisure trip that included an overnight stay? How many overnight leisure trips did you take to each state during 2013?

	States visited in 2013 (check all that apply)	Number of Overnight Visits
Colorado		
Idaho		
Kansas		
Montana		
Nevada		
New Mexico		
Oklahoma		
Oregon		
South Dakota		
Texas		
Utah		
Washington		
Wyoming		
North Dakota		
None of These		

FOR VISITOR PROFILE: IF DID NOT VISIT WYOMING, SKIP TO ADS

2. Did you recommend any of these places as trip destinations to your friends, relatives or co-workers? Which ones? (SHOW LIST OF PLACES VISITED FROM Q1)
3. How likely are you to take a leisure trip to any of the following states in the next year?

	Not Likely	Somewhat Likely	Very Likely
Colorado			
Idaho			
Kansas			
Montana			
Nevada			
New Mexico			
Oklahoma			
Oregon			
South Dakota			
Texas			
Utah			
Washington			
Wyoming			
North Dakota			

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# Questionnaire

4. Please tell us a little more about your 2013 overnight Wyoming trip(s). If you are listing multiple trips, the most we will ask you about is 6. Thinking about ...

Month of trip (DROP DOWN WITH MONTHS - JAN THRU DEC)	How many nights did you stay (let respondent enter number)	Main purpose was to visit friends or family
Wyoming trip(s) [INSERT TRIP #]		

5. Besides this year, had you visited Wyoming for an overnight leisure trip in the previous five years?

1. Yes
2. No - SKIP TO Q6

- 5A. In the past 5 years, how many overnight leisure trips have you taken to Wyoming? \_\_\_\_\_

[RANDOMLY SELECT WYOMING TRIP SELECTING ONE WHO'S PRIMARY MOTIVATION WAS NOT TO VISIT FRIENDS AND FAMILY FIRST - IF NONE, THEN RANDOMLY SELECT ANY. PLEASE PULL IN MONTH AND LENGTH OF TRIP TO INDICATE WHAT TRIP - EG. 5 NIGHT TRIP IN JANUARY.]

6. Which of the following best describes your visit to Wyoming on your [INSERT LENGTH AND MONTH FROM WYOMING Q4]?

1. Wyoming was my main destination.
2. I was ultimately headed somewhere else, but included a visit in Wyoming.
3. Wyoming was one of several places I decided to visit on this trip.

7. What other states did you visit on this trip?

[INCLUDE STATE LIST WITH CHECK BOXES INCLUDE  
NO OTHER STATES VISITED AT END OF LIST]

8. How far in advance did you begin planning that [INSERT LENGTH AND MONTH FROM Q5] trip to Wyoming?

1. Less than 1 month
2. At least 1 month, but less than 2 months
3. At least 2 months, but less than 3 months
4. At least 3 months, but less than 6 months
5. 6 months or more

9. Prior to your [INSERT LENGTH AND MONTH FROM Q5] visit to Wyoming, which of the following sources did you use to gather information for planning your trip?

1. Called 800 number to request info
2. Talked to friends and family
3. Used internet
4. Contacted individual attraction or event to request information
5. Contacted individual chamber of commerce to request information
6. Other (Please specify \_\_\_\_\_)
7. None

10. What method of transportation did you use to travel to Wyoming on your [INSERT LENGTH AND MONTH FROM WYOMING Q3] trip?

1. Drove via car, van, truck or SUV

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2. Drove via RV
3. Flew/airplane Specify airport \_\_\_\_\_
4. Bus or motor coach trip
5. Motorcycle
6. Other (Please specify \_\_\_\_\_)

12. Including yourself, how many people were in your travel party? \_\_\_\_\_

ASK IF Q12 > 1

13. With whom did you travel...

- ☐ Spouse / significant other  
☐ Child(ren)/Grandchild(ren): age 0-12  
☐ Child(ren)/Grandchild(ren): age 13+  
☐ Other Family  
☐ Friends/Acquaintances

14. What forms of lodging did you use during your trip? (Mark all that apply.)

1. Hotel, motel, inn, lodge, bed & breakfast or resort
2. Dude ranch
3. RV park/Campground
4. Rental home, condominium or timeshare
5. With friends or family
6. Other (Please specify \_\_\_\_\_)

15. Which of the following activities did you participate in during your trip to Wyoming? (Mark all that apply.)

Hiking or backpacking	Visiting Native American sites
Visiting a state or national park	Attending a Pow Wow
Bicycling or mountain biking	Attending a festival or fair
Mountain climbing	Attending performing arts (music/theater)
Rock climbing	Visiting historical sites
Horseback riding	Attending a rodeo
Hunting	Visit archeological site
Camping	Wildlife watching
Snow skiing or snowboarding	Bird watching
Snowmobiling	Scenic drive
Canoeing or kayaking	Sightseeing tour
River rafting	Golfing
Boating	Visiting a dude ranch
Fishing	Visiting hot springs
Visiting museums	Shopping
	Gambling
	Other

ONLY SHOW THE ACTIVITIES THEY CHOSE ABOVE PLUS NONE AND ASK:

16. Of these activities, please indicate if there were any that were a major influence when you selected the destination for this trip to Wyoming in [INSERT MONTH]. You may choose up to 3.

INSERT WYOMING REGIONS MAP USED IN WYOMING VISITOR PROFILE QR

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# Questionnaire

17. Which of the following regions did you visit during your trip?

1. Central
2. Northeast
3. Northwest
4. Southeast
5. Southwest

18. Which of the following places or attractions did you visit?

Central Region	Northwest Region (Cont.)
Wyoming Pioneer Museum	Wapiti Valley
Casper	Lander
Fort Laramie National Historic Site	Wyoming Dinosaur Center
Register Cliff	National Museum of Wildlife Art
Independence Rock	Sinclair Canyon State Park
Torrington	South Pass City State Historic Site
National Historic Trails Interpretive Center	Thermopids
Douglas	Other (Specify)
Fort Caspar Historic Site	
Guernsey Trail Ruts	<b>Southeast Region</b>
Other (Specify)	University of Wyoming
	Cheyenne
<b>Northeast Region</b>	Laramie
Newcastle	Cheyenne Frontier Days
Devils Tower National Monument	Old West Museum
Sheridan	Rawlins
Gillette	Snowy Range Mountains
Fort Phil Kearney Historic Site	Saratoga
Medicine Wheel Passage Scenic Byway	WY State Capitol
Big Horn Scenic Byway	Wyoming Territorial Prison
Buffalo	Encampment, Medicine Bow National Forest
Other (Specify)	Other (Specify)
<b>Northwest Region</b>	<b>Southwest Region</b>
Yellowstone National Park	Museum of the Mountain Man
Grand Teton National Park	Evanston
Jackson Hole	Green River Lakes
Cody	Rock Springs Green River
Big Horn Mountains	Flaming Gorge National Recreation Area
Buffalo Bill Historical Center	Pinedale
Snake River	Kemmerer
Big Horn Canyon National Recreation Area	Fort Bridger State Historic Site
Wind River Indian Reservation	Fossil Butte National Monument
Snake River Canyon	Alton
Hot Springs State Park	Star Valley
Riverton	Bridger-Teton National Forest
Cody Night Rodeo	Other (Specify)
National Bighorn Sheep Center	

19. Thinking about your overall travel experience in Wyoming, would you say it was...

1. Poor
2. Fair
3. Good
4. Very Good
5. Excellent

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20. To better understand your travel habits, we are interested in finding out the approximate amount of money you and other members of your travel party spent while in Wyoming on your trip in [INSERT MONTH]. Please estimate how much your travel party spent in total on...?

**Please complete all fields – best estimate is fine. If no expenditures in a category enter a "0"**

Lodging/Accommodations \_\_\_\_\_  
 Meals/Food/Groceries \_\_\_\_\_  
 Entertainment/Attractions \_\_\_\_\_  
 Shopping \_\_\_\_\_  
 Entertainment such as shows, theater or concerts \_\_\_\_\_  
 Transportation such as gasoline, auto rental or flight costs \_\_\_\_\_  
 Other \_\_\_\_\_

Please take a moment to look at the following ads and answer a couple questions.

**ROI NATIONAL AND VISITOR PROFILE WILL SEE PRINT AND ONLINE ONLY  
 ROI CORE AND ADJACENT ADS FOR EACH MEDIUM ARE SPECIFIED IF THEY  
 ARE DIFFERENT**

**PRINT**  
 I:\Ads - Master\Wyoming\Wyoming 2013\Print\  
 WOT\_DTOWER.jpg  
 WOT\_Horses.jpg  
 WOT\_Tetons.jpg  
 WOT\_Yellowstone.jpg

FOR ROI, ASK INDIVIDUALLY  
 FOR VISITOR PROFILE, GROUP  
 FOR EACH PRINT AD ASK:

21. ☐ I have seen this or a similar ad before  
☐ I have not seen this or a similar ad before

**ONLINE**  
 I:\Ads - Master\Wyoming\Wyoming 2013\Banners\  
 roadtrip180x150\_default.jpg  
 roadtrip800x120\_default.jpg  
 wyot\_160x600\_default.jpg

- FOR EACH ONLINE AD ASK:  
 22. ☐ I have seen this or a similar ad before  
☐ I have not seen this or a similar ad before

FOR ROI, SKIP NATIONAL TO Q27  
 FOR VISITOR PROFILE, TERMINATE

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# Questionnaire

## PRINT INSERT – SHOW ALL ON ONE PAGE

I:\Ads - Master\Wyoming\Wyoming 2013\Single pages\

SHOW ALL ON ONE PAGE

2013 Single Pages\_Page\_01.jpg

2013 Single Pages\_Page\_04.jpg

2013 Single Pages\_Page\_08.jpg

2013 Single Pages\_Page\_12.jpg

23. ☐ I have seen this newspaper insert before  
☐ I have not seen this newspaper insert before

## TV

### CHICAGO AND CORE

<http://sms9.omniproductions.net/smc/UT13SUMTVWY.flv>

[http://sms9.omniproductions.net/SMC/WY13\\_WYTV1.flv](http://sms9.omniproductions.net/SMC/WY13_WYTV1.flv)

[http://sms9.omniproductions.net/SMC/WY13\\_WYTV2.flv](http://sms9.omniproductions.net/SMC/WY13_WYTV2.flv)

## ADJACENT

[http://sms9.omniproductions.net/smc/WY13\\_WYTV3.flv](http://sms9.omniproductions.net/smc/WY13_WYTV3.flv)

[http://sms9.omniproductions.net/smc/WY13\\_WYTV4.flv](http://sms9.omniproductions.net/smc/WY13_WYTV4.flv)

## FOR EACH TV ASK

24. How many times have you seen this television ad?

- ☐ Never  
☐ Once  
☐ A few times

OUTDOOR – NOTE FOR ANALYSIS: CHICAGO, KANSAS CITY, MADISON, MINNEAPOLIS, OMAHA, PORTLAND, ST. LOUIS ONLY

## CHICAGO AND CORE

I:\Ads - Master\Wyoming\Wyoming 2013\OOH Core

dtower\_150.jpg

horses\_150.jpg

oldfaithful\_150.jpg

tetons\_150.jpg

## ADJACENT

I:\Ads - Master\Wyoming\Wyoming 2013\OOH

GROUP 1

DTowe\_holymoly2\_digoutdoor.jpg

FGorge\_H2000\_posterwrap.jpg

Irock\_bestrock\_RTDbustail.jpg

jackson\_boots\_14x48E.jpg

## FOR EACH BILLBOARD AD ASK:

26. ☐ I have seen one of these or a similar ad before  
☐ I have not seen one of these or a similar ad before

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## WEBSITE

Insert Screen shot of Website – wyomingtourism.org

I:\Ads - Master\Wyoming\Wyoming 2012\Website Facebook\Website

27. Have you visited this Wyoming website?

1. Yes  
2. No

**The following questions are for classification purposes only, and will help us understand different groups of people.**

28. Are you...?

- ☐ Married  
☐ Divorced/Separated  
☐ Widowed  
☐ Single/Never married

29. Including yourself, how many people are currently living in your household? \_\_\_\_\_

IF Q29=1, SKIP TO Q31

30. How many living in your household are children under the age of 18? \_\_\_\_\_

31. Which of the following categories best represents the last grade of school you completed?

- ☐ High school or less  
☐ Some college/technical school  
☐ College graduate  
☐ Post graduate degree

32. Which of the following categories best represents the total annual income for your household before taxes?

- ☐ Less than \$35,000  
☐ \$35,000 but less than \$50,000  
☐ \$50,000 but less than \$75,000  
☐ \$75,000 but less than \$100,000  
☐ \$100,000 or more

34. Are you...

- ☐ Male  
☐ Female

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